



## What's In It For Your Store?

"Probably more than any other business in the community, the supermarket represents a focal point for many people because food is so central to our everyday lives. If done right, a strong community relations program, along with good in-store customer relations, will endear the retailer to his or her customers in a way that no other program can." — Ken Robb, senior vice president for Dick's Supermarkets in Platteville, WI. Excerpt from "Community Relations Activities & The Supermarket Industry", Food Marketing Institute, 1998.

- **Community Connection**

Partnership with the *California 5 a Day Retail Program* gives you the chance to raise awareness, invest in your community's future, and give back to your customers. Local *5 a Day* leaders are available to assist you in building and maintaining community-based public-private sector partnerships. They also help implement and maintain bilingual POS materials, as well as food demonstration and promotional activities.

- **Positive Company Image**

Involvement with the *5 a Day Retail Program* communicates to your business partners, community leaders, and consumers that you are committed to improving the health of your neighborhood and inspiring healthy change in your community.

- **Potential Sales Increases**

The work of the local *5 a Day* communities in our state are affecting consumption. Initial research completed in 2000 shows that fruit and vegetable consumption increased when Latino adults were exposed to the *5 a Day* message at a variety of locations in the community using a combination of intervention channels, including retail based activities.<sup>1</sup> In addition, research completed in 2001 indicated that over 97% of retailers surveyed believed that *5 a Day* activities would increase produce sales!<sup>2</sup>

Here's what people in the retail industry have been saying about the impact *5 a Day* has had on their stores:

### Superior Super Warehouse Stores – Los Angeles, CA

"Our consumers want convenience and lower prices and by providing the *5 a Day* recipes and fruit and vegetable seasonal guides, we make it easy for them to shop at Superior Super Warehouse. At Superior, we try our best to provide our shoppers with fruits and vegetables that are in season, fresh and at the lowest possible price," says Phil Lawrence, Vice President of Operations for Superior Super Warehouse. *Fresh Digest Magazine*, June/July 2004.

### Gazzali's Market – Oakland, CA

"We want it (the store) to be very competitive, have low pricing but have good quality produce to meet the needs and demands of the area," said Amani Algazzali, co-owner of the supermarket. "We want it to be as good quality and fresh as we possibly can. We want to have a good reputation so when people walk in they'll find good quality and fresh food..." The supermarket is one of several projects the *California 5 a Day Campaign* – and its multiple partners – are working on to improve access to healthy food for Californians. *Supermarket News*, March 8, 2004.

1. Backman D, Gonzaga GC. *Media, Festival, Farmers'/Flea Market, and Grocery Store Interventions Lead to Improved Fruit and Vegetable Consumption for California Latinos*. California Department of Health Services and Public Health Institute. Sacramento, CA: 2003 report.
2. CDHS. *5 a Day Retail Merchandising Evaluation*. Sacramento, CA: 2001 Report. Prepared by Loma Linda University.







# About California 5 a Day

## The Early Days

Beginning in 1988 with a grant from the National Cancer Institute (NCI), the State of California Department of Health Services (CDHS) developed a program to empower Californians to consume 5 or more servings of fruits and vegetables a day to reduce the risk of diet-related chronic diseases including cancer and heart disease.

As a result of the successes realized, health officials and members of the fruit and vegetable industry decided to make 5 a Day a national program in 1991 as a partnership between NCI and the Produce for Better Health Foundation. To date, over 60 state and U.S. territorial health agencies are licensed to conduct independent 5 a Day programs. Participants in California include state and county health agencies, state departments of education and agriculture, cooperative extension, voluntary agencies, businesses, and many more.

## 5 a Day Today

The *California 5 a Day—for Better Health! Campaign*, which is led by CDHS and administered by the Public Health Institute, has grown tremendously since 1988. In addition to increasing fruit and vegetable consumption, the *Campaign* also encourages adults and children to be more physically active every day for better health.

The *Campaign* works with communities to change environments so that 5 a Day and physical activity are both easy to do and socially supported. The *Campaign* conducts its work through a variety of targeted programs including the *Children's 5 a Day—Power Play! Campaign*, *Latino 5 a Day Campaign*, *African American 5 a Day Campaign*, *5 a Day – Be Active! Worksite Program*, and *5 a Day Retail Program*.

## 5 a Day Retail

The *5 a Day Retail Program* helps stores to increase the purchase of fruits and vegetables among low-income Californians by offering in-store point-of-purchase materials, recipe cards and sampling activities, such as food demonstrations and retail-sponsored community events. In a 2001 survey, *5 a Day* retailers said they:

- liked the *5 a Day* materials they received.
- agreed that promoting fruits and vegetables in their stores is a priority.
- agreed that *5 a Day* activities increase customer awareness of *5 a Day*.
- agreed that *5 a Day* activities increase the purchase of fruits and vegetables.

For more information, please visit [www.ca5aday.com](http://www.ca5aday.com)  
and click on “*Retail 5 a Day*.”

The *California 5 a Day Retail Program* is funded by the USDA Food Stamp Program.





# California 5 a Day Retail Program

## Spring/Summer Merchandising Components



cherimoyas collard greens



cabbage  
pumpkins lines



celery  
zucchini  
watermelons



dates  
asparagus  
pineapples



22" x 28" Water-Resistant Poster  
(part of floor stand display only)

Highlighting the best of seasonal produce, California 5 a Day materials are now available in both English and Spanish at no cost to stores located in low-income areas of the state.

For stores in higher income neighborhoods, materials are available on a limited basis.

For more information, please visit our Web site at [www.ca5aday.com](http://www.ca5aday.com) and click on "Retail 5 a Day" or contact Sarah Paulsen at (916) 449-5410.

Guía de Frutas y Vegetales por Temporada	
Es fácil mantenerse saludable y dentro de su presupuesto al comprar frutas y vegetales frescos y sabrosos que están en temporada.	
Primavera April - June	Verano July - September
<ul style="list-style-type: none"> <li>Chirimoya, Cereza, Fresa, Naranja, Papaya, Piña, Uva, Zucchini</li> <li>Arroz, Cebolla, Chicharrón, Chiles, Frijoles, Maíz, Pasa, Tomate, Zanahoria</li> <li>Arroz, Cebolla, Chicharrón, Chiles, Frijoles, Maíz, Pasa, Tomate, Zanahoria</li> <li>Arroz, Cebolla, Chicharrón, Chiles, Frijoles, Maíz, Pasa, Tomate, Zanahoria</li> </ul>	<ul style="list-style-type: none"> <li>Arroz, Cebolla, Chicharrón, Chiles, Frijoles, Maíz, Pasa, Tomate, Zanahoria</li> <li>Arroz, Cebolla, Chicharrón, Chiles, Frijoles, Maíz, Pasa, Tomate, Zanahoria</li> <li>Arroz, Cebolla, Chicharrón, Chiles, Frijoles, Maíz, Pasa, Tomate, Zanahoria</li> <li>Arroz, Cebolla, Chicharrón, Chiles, Frijoles, Maíz, Pasa, Tomate, Zanahoria</li> </ul>

Seasonality Chart



Floor Stand Display  
(includes literature holder)



3" x 5" Recipe Cards



pineapples asparagus dates





# Store Overview

## 5 a Day Merchandising Materials







# California 5 a Day Retail Program

## Frequently Asked Questions

**Q: How do I benefit by participating in the *California 5 a Day Retail Program*?**

- **Connection to Your Community:** Local leaders help build community-based partnerships and assist with store-based materials and activities.
- **Positive Company Image:** Communicate your commitment to improving the health of your neighborhood and to inspiring healthy change.
- **Potential Sales Increases:** *California 5 a Day* is affecting consumption! Research shows fruit and vegetable consumption increased when Latino adults were exposed to the *5 a Day* message at a variety of locations using a combination of channels, including retail based activities.<sup>1</sup>

**Q: How do I know if my store qualifies for free *5 a Day* materials?**

A: We use 2000 Census data to determine if a store is located in an area where the majority of its residents are at or below the 185% federal poverty level (or \$34,873 median household income for a family of four). To download a list of qualifying stores, please visit [www.ca5aday.com](http://www.ca5aday.com) and click on “*Retail 5 a Day*”.

**Q: What if my store does not qualify for free *5 a Day* materials?**

A: A select number of Retail Merchandising Kits are available. The kit contains a mixture of signage that includes *5 a Day* logo and serving size posters. Materials may be ordered by using the Retail Order Form located under the “*Retail 5 a Day*” section of our website.

**Q: How do I order materials?**

A: Please download and print the Retail Order Form located under the “*Retail 5 a Day*” section of our website. Submit the form to the contact information provided.

**Q: What will be expected of me as a participating *5 a Day* store?**

A: At a minimum, participating *5 a Day* stores display merchandising materials. Community leaders add another level of service by providing replenishment, replacement, and display assistance. You may choose to utilize their assistance or maintain these items in-house. The most active *5 a Day* stores work with the community to host food demonstrations and community-based events. *The level of involvement is up to you!*

**Q: How will I be connected to a community agency and what will they do?**

A: Once your order has been placed and the store location verified, *Retail Program* staff forward your information to a *5 a Day* community agency in your area. The agency will contact you directly.

1. Backman D, Gonzaga GC. *Media, Festival, Farmers'/Flea Market, and Grocery Store Interventions Lead to Improved Fruit and Vegetable Consumption for California Latinos*. California Department of Health Services and Public Health Institute. Sacramento, CA: 2003 report.

